

**Laguna Niguel Holiday Parade
2019 Sponsor Benefits**

Sponsorship may include cash or in-kind/goods, or a combination of both.

PLATINUM SPONSOR (\$5,000 +)

- Promotional giveaway items allowed at Information Booths - *Items subject to Parade committee rules/approval*
- Invitation to attend VIP Staging area at St. Timothy's Church (Sponsorship contact & guest)
- Entry in the Holiday Parade - *Entry is subject to Parade committee rules/approval*
- Company logo on Parade t-shirts worn by staff, volunteers and VIP's (500)
- Company logo on flyers
- Company logo on Parade Poster (300)
- Company logo to appear in full page ad in Coastal Current*
- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing Tent (8 guests total)
- Company name acknowledged in City of Laguna Niguel Spring Recreation Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast*
- Company name announced along the route, during the parade.
- Company name listed on laguananiguelparade.com website.
- Sponsorship includes a Parade t-shirt, program, poster and ribbon

GOLD SPONSOR (\$2,500+)

- Entry in the Holiday Parade- *Entry is subject to Parade committee rules/approval*
- Company logo on Parade t-shirts worn by staff, volunteers and VIP's (500)
- Company logo on flyers
- Company logo on Parade poster (300)
- Company logo to appear in appear in full page ad in Coastal Current*
- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (4 guests total)
- Company name acknowledged in City of Laguna Niguel Spring Recreation Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast*
- Company name announced along the route, during the parade.
- Company name listed on laguananiguelparade.com website.

SILVER SPONSOR (\$1,000+)

- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (2 guests total)
- Company name acknowledged in City of Laguna Niguel Spring Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast*
- Company name announced along the route, during the parade
- Company name listed on laguananiguelparade.com website.

FRIEND SPONSOR (\$100-\$999)

- Company name listed in the event program
- Company name listed on laguananiguelparade.com website.

**Subject to approval/confirmation of benefit by vendor.*

